



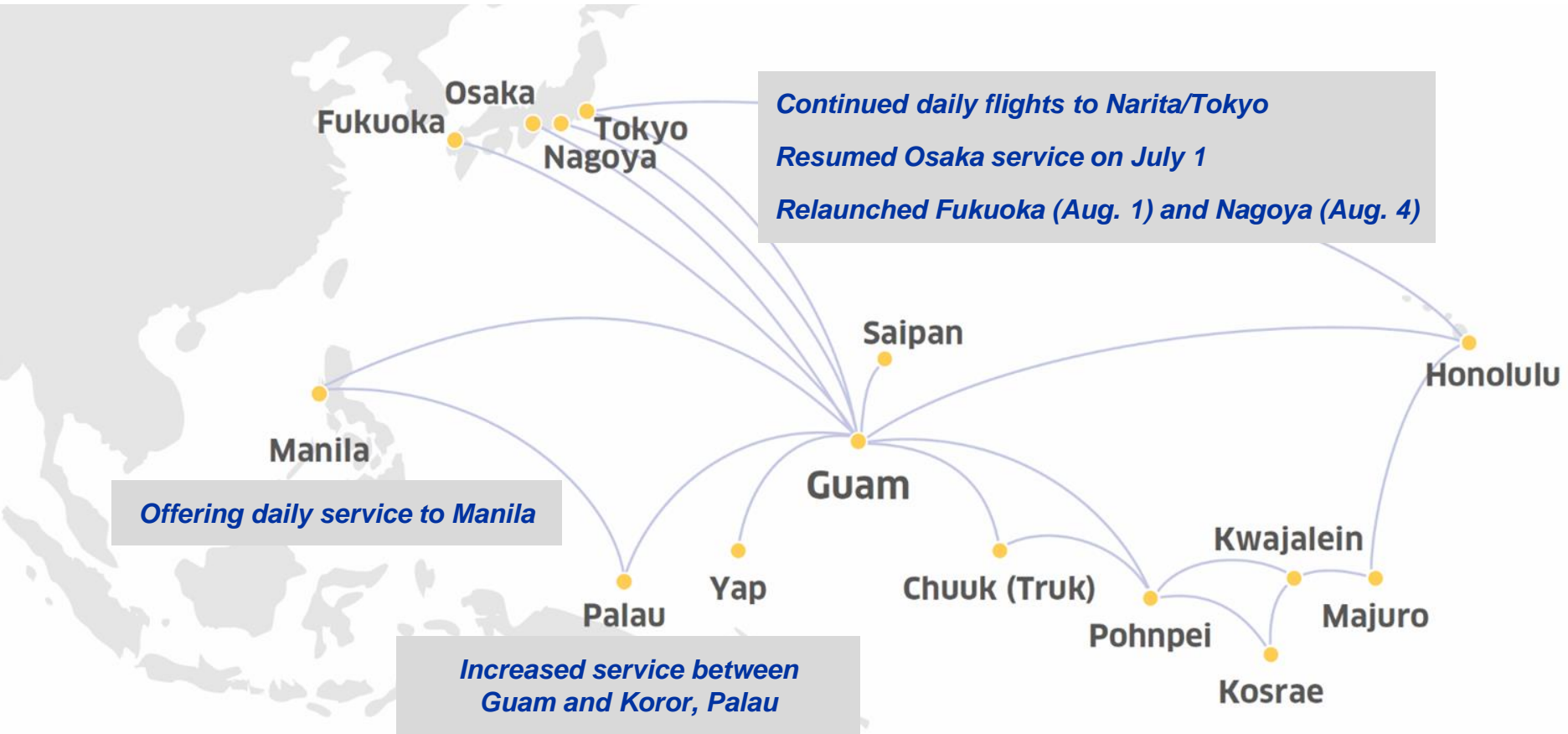
# GTTA/GHRA Forum Presentation

*October 18, 2022*

*Presented by Sam Shinohara, Managing Director of Airport Operations - Asia/Pacific*

# United's Recovery Efforts in the Markets

*In 2022, United resumed service to every market it served in 2019*



# Nagoya Reopening - Outbound and Arrival Gate Events





# Fukuoka Reopening - Outbound and Arrival Gate Events



# United Sales and PR Efforts in the Region

## *Saipan - Narita Launch*



# Weakening currency trends



- New challenge: Weakening of the Japanese Yen and Korean Won
- Programs in place to stimulate inbound traffic

**\$1 USD= 148.72 YEN**



# United Sales and PR Efforts in Japan

- Significant pricing actions to stimulate demand
- GVBs GOGO Guam campaign of 5,500 YEN (<\$40 before fuel surcharge)
  - Aligned with GVB's 55<sup>th</sup> Anniversary campaign for awareness building
- Offered 39,000 YEN (<\$270) all-inclusive fare
  - Special fare (39,000 yen - Airfare 1,600 yen + FSC 37,400) for Oct – Dec departures

レストランでも!!!!

スパでも!

バーでも!

ゴルフでも!!

あれも!これも!今だけお得!

55<sup>th</sup>  
JAPAN x GUAM  
就航55周年  
GoGo! GUAM

GoGo! GUAM CAMPAIGN

詳しくはこちら ▶

お買い物でも!!!

ホテルでも!!

アクティビティでも!!

Photo credit: [www.55guam.jp](http://www.55guam.jp)

# Robust PR and Marketing Activities

## *Promote Relaunched Routes and Travel to Guam*



- Hosted Media and Tour Agent FAM Tours before the Japan border reopened
- Route Relaunch Events which garnered significant media coverage for Guam during outbound media events
- Conducted a series of executive media interviews for Marcel Fuchs (MD-Int'l Sales) with key Japan TV and newspaper media in Fukuoka and Osaka and national trade media in Tokyo to promote the relaunch of Japan-Guam services.



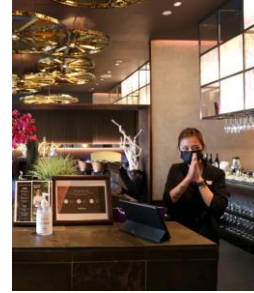
# #United Ready Media Event - Japan Media FAM



*Key message to the Japan public: "Guam is ready to welcome visitors from Japan."*

# Additional Sales Efforts in Japan

- Created awareness for travel to Guam by engaging with frontline agents, conducting sales blitzes, hosting FAM trips for both executives and front-line agents, and sought opportunities for B to C events
- Encouraged travel partners through coupon programs and display contests
- Focused on specific markets, such as active seniors/ honeymooners/ wedding and stimulated specific markets – students, golf, diving, windsurfing, training camp etc.
- Agency sales calls focused on Groups and conducted seminars, webinars, and FAM trips
- Offered incentives, promotions, tactical fares, and price-related specials for 2022 departures



# OTA Campaign in Partnership with GVB

With 4 OTAs and 1 Travel curation site

Rakuten Travel (5/30~6/29 )

[Top page banner](#)

[Special LP](#)

Airtrip (6/3~6/30 )

[Top page banner](#)

[Special LP](#)

Adventure (6/2~6/30 )

[Top page banner](#)

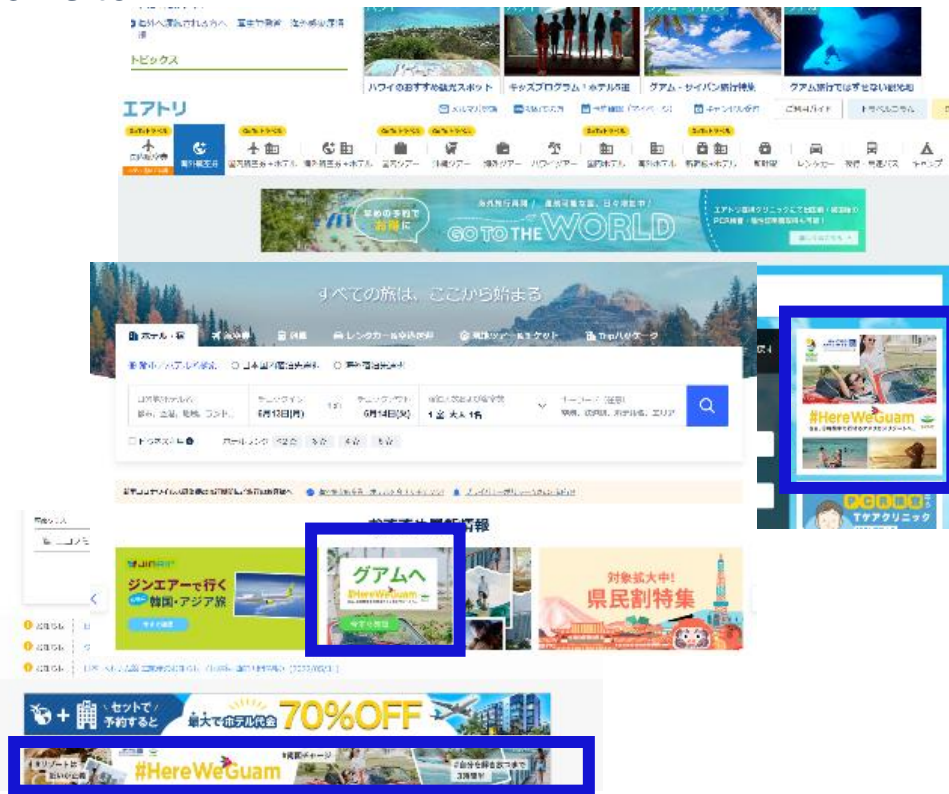
[Special LP](#)

Trip.com (5/26~6/23)

[Top page banner](#)

[Special LP](#)

[Travel.jp \(LINE Travel\)](#) (6/14~)





# Social Media awareness campaign in partnership with GVB

Visit Guam グアム政府観光局 (JP) 広告

ユナイテッド航空は、毎日グアムへ運行中！  
3時間半で行ける。アメリカンリゾート「グアム」へ！



成田ーグアム線を結ぶ唯一の直行便  
**グアム 週11往復へ!**  
#HereWeGuam  
成田ーグアム線を結ぶ唯一の直行便  
ユナイテッド航空で  
**GUAMへ**  
航空券予約はこちら

united.com  
www.united.com

詳しくはこちら

いいね! コメント シェア

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いいね! コメント シェア

(May-June 2022)

# Sales Challenges in the Market

- **Guam needs more optional tours**
- **Support tourism businesses to reopen**



Jet Skiing Alupang Beach Club | Photo credit: [www.abcgum.com/jetski](http://www.abcgum.com/jetski)



City Sightseeing Tour |  
Photo credit:  
[www.turtletoours.com](http://www.turtletoours.com)



Adventure River Cruise | Photo credit: [www.turtletoours.com](http://www.turtletoours.com)

# Focus on the Military Market

- Elevate military market
- Better engage the military and plan for market's growth





# Preparing Guam for Pre-Pandemic Levels

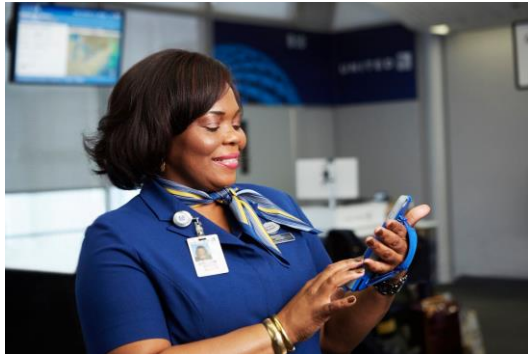
## Goals:

- Improve the destination
- Support the reopening of optional tours
- Return to 2019 volumes
- Grow markets
- Work together

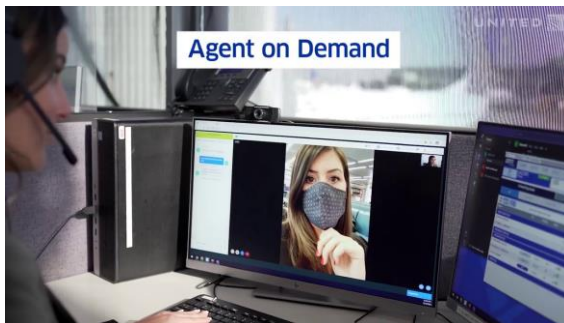
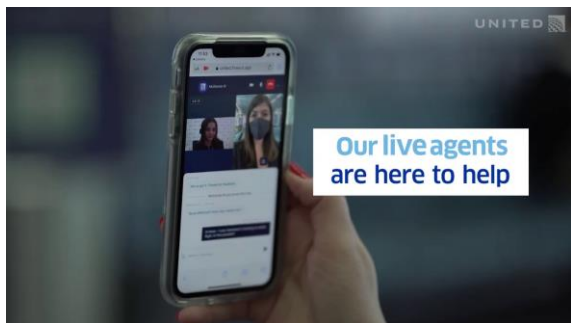
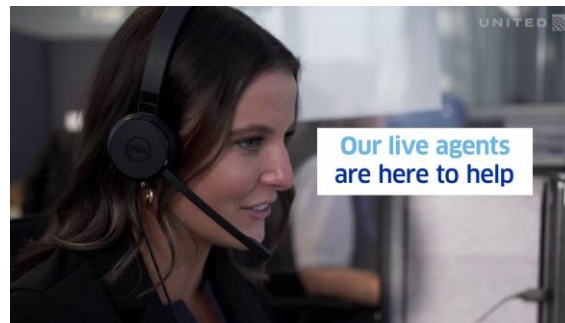
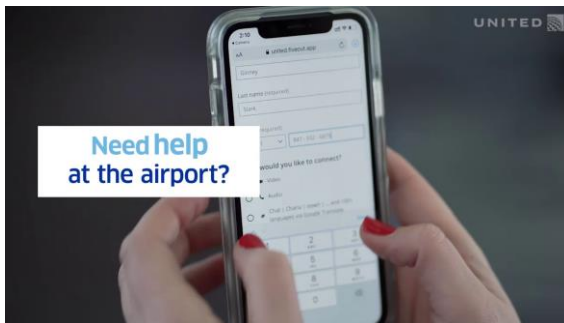


# United's Commitment to Guam's Tourism Recovery Efforts

- **Getting back to basics**
- **Singularly focusing on tourism recovery**
- **Maximizing United's resources systemwide**
  - **Agents deployed to support stations**
  - **Pilots temporarily supporting other routes**
  - **Agents hired to support Agent on Demand**



# Agent on Demand






# Ongoing Recovery



- Continue to invest in our Guam product
- Work closely with industry stakeholders
- Aggressively engage partners on the ground



SI YU'OS MA'ÅSE'!

A STAR ALLIANCE MEMBER 

UNITED  
AIRLINES 